215-659-0623

51849 4606

Source: https://www.industrydocuments.ucsf.edu/docs/gnwy0000

Welsh Farms 1994 Presence Enhancement Program

- **Semi Permanent Display:**
  - > Floor display
  - > Promoting packs and cartons

    » $45.00 per month per store

- **Semi Permanent Advertising:**
  - > Two signs per store
  - > RJR advertising only
  - > Signs will be placed outside

    » $30.00 per month per store

Total Financial Implications

$1875.00

August thru December placement

51849 4607

Source: https://www.industrydocuments.ucsf.edu/docs/gnwy0000

R J Reynolds
Tobacco Company

C.A. DiBENEDETTO
Special Accounts Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

July 13, 1994

To: F. J. DeJong

Re: Welsh Farms/Sunny Side Dairy (2605-00-00)

Dear Fred:

Welsh Farms has accepted to place a Semi Permanent Floor display from August 1-December 31. Please have your sales rep place this display and maintain it with all work plan premium and coupon items. Also if you can please enter the contract once it is in place I would appreciate it (FPDT plan F $45.00 1 unit 8/1-12/31)

Thank you for your assistance with this chain.

Sincerely,

C. A. DiBenedetto
M2
cd/
cc. G. N. Kuruc

51849 4608

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/gnwy0000